



U.S. Army 2005 MWR Leisure Needs Survey Results

**Installation Management
Agency
Northeast**

BRIEFING OUTLINE

Installation Management Agency - Northeast

□ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

□ **SURVEY RESULTS**

- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

□ **NEXT STEPS**

PROJECT OVERVIEW

Installation Management Agency - Northeast

MWR STRATEGIC BUSINESS PLANNING MODEL



METHODOLOGY

Installation Management Agency - Northeast

▮ **PROJECT SCOPE**

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 61,279 surveys were distributed at IMA - Northeast



▮ **SURVEY ADMINISTRATION**

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

METHODOLOGY

Installation Management Agency - Northeast

▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents
- Percent IMA Northeast respondents completing survey via the Web by patron group and for all respondents:
 - Active Duty Soldiers: 52%
 - Spouses of Active Duty Soldiers: 38%
 - DA Civilians: 50%
 - Retirees: 28%
 - All Respondents: 42%

METHODOLOGY

Installation Management Agency - Northeast

□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

| | <u>Survey Population</u> | <u>Surveys Distributed</u> | <u>Surveys Returned</u> | <u>Response Rate *</u> | <u>Confidence Interval **</u> |
|------------------------|------------------------------|--------------------------------|-----------------------------|----------------------------|-----------------------------------|
| Army: | | | | | |
| Survey Totals | 1,212,240 | 249,555 | 50,651 | 20.91% | ±.43% |
| IMA - Northeast: | | | | | |
| Active Duty | 58,804 | 13,371 | 2,244 | 16.78% | ±2.03% |
| Spouses of Active Duty | 29,128 | 15,884 | 2,013 | 12.67% | ±2.11% |
| Civilian Employees | 83,936 | 14,955 | 3,883 | 25.96% | ±1.54% |
| Retirees | 63,198 | 17,069 | 3,650 | 21.38% | ±1.57% |
| Total | 235,006 | 61,279 | 11,790 | 19.24% | ±0.88% |

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

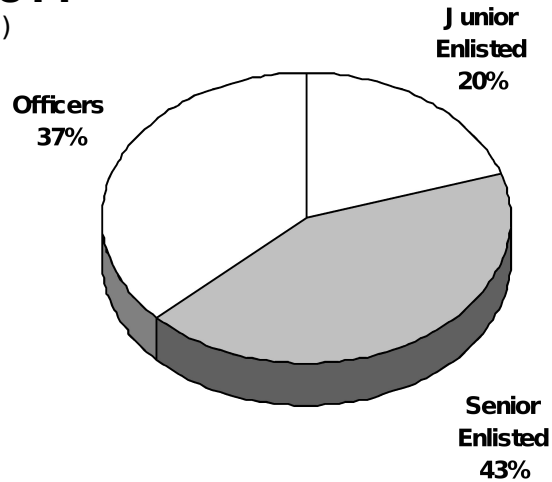
PATRON SAMPLE*

Installation Management Agency - Northeast

RESPONDENT POPULATION SEGMENTS

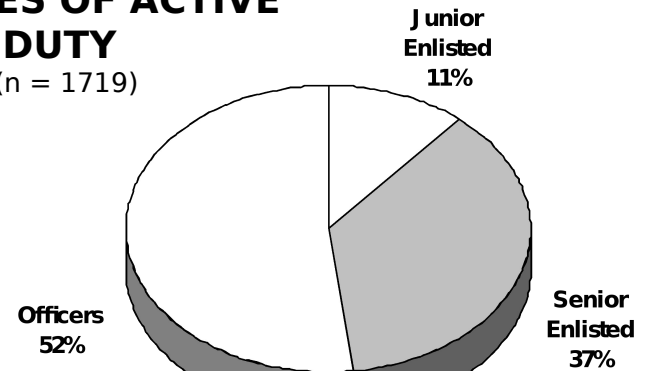
ACTIVE DUTY

(n = 2112)



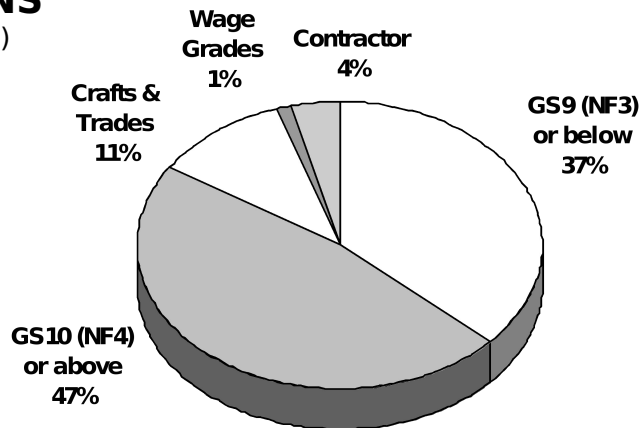
SPOUSES OF ACTIVE DUTY

(n = 1719)



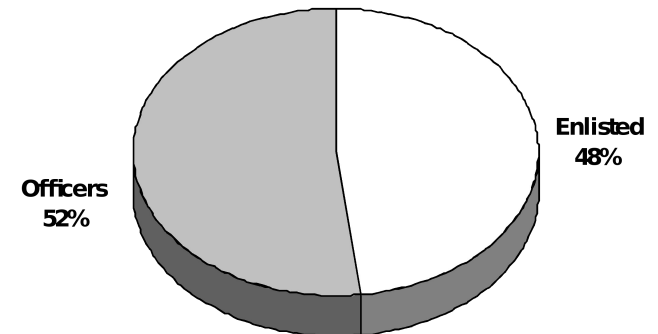
CIVILIANS

(n = 3712)



RETIREES

(n = 2732)



*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

Installation Management Agency - Northeast

▮ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA Region and Army level roll-up reports and briefings

▮ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Region MWR Chiefs, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: HIGHEST USAGE RATES AND RATINGS OF SATISFACTION AND QUALITY

Installation Management Agency - Northeast

MOST FREQUENTLY USED FACILITIES

Fitness Center/Gymnasium

44%

Library

29%

Bowling Food & Beverage

29%

Bowling Center

27%

Post Picnic Area

26%

FACILITIES WITH HIGHEST SATISFACTION RATINGS*

Golf Course

4.39

Fitness Center/Gymnasium

4.34

ITR - Commercial Travel Agency

FACILITIES WITH HIGHEST QUALITY RATINGS**

Golf Course

4.24

Arts & Crafts Center

4.20

Fitness Center/Gymnasium

4.20

Golf Course Pro Shop

*Satisfaction ratings were based on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied.

**Quality ratings were based on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

MWR PROGRAMS & FACILITIES: LOWEST USAGE RATES AND RATINGS OF SATISFACTION AND QUALITY

Installation Management Agency - Northeast

LEAST FREQUENTLY USED FACILITIES

BOSS

4%

School Age Services

4%

Bowling Pro Shop

6%

Marinas

7%

Child Development Center

FACILITIES WITH LOWEST SATISFACTION RATINGS*

Car Wash

3.87

Army Lodging

3.93

Multipurpose Sports/Tennis Courts

FACILITIES WITH LOWEST QUALITY RATINGS**

Car Wash

3.69

Athletic Fields

3.88

Army Lodging

3.88

Multipurpose Sports/Tennis Courts

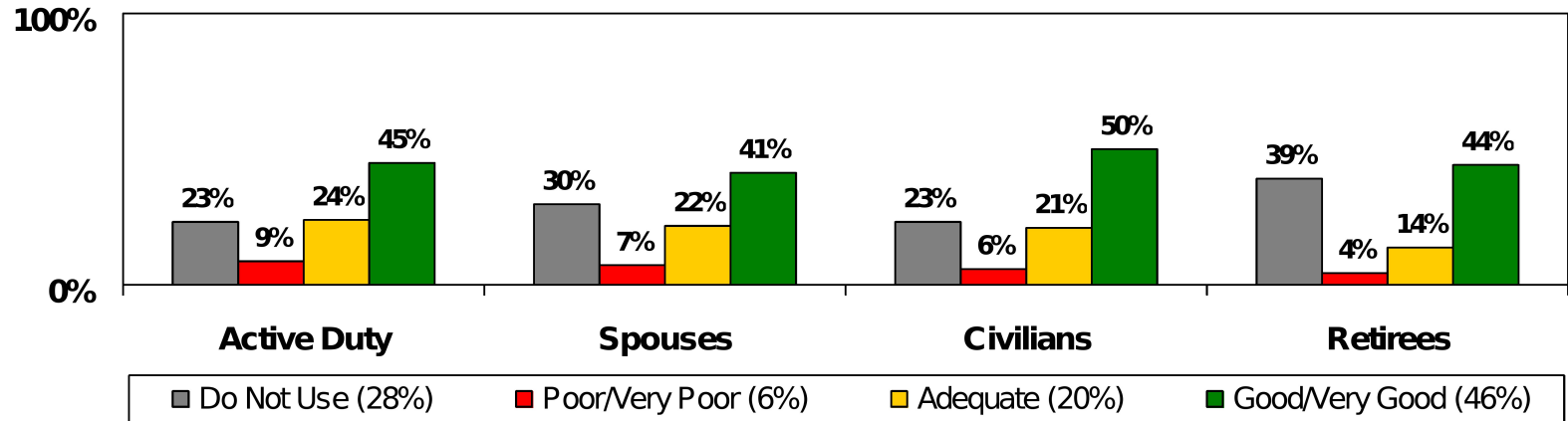
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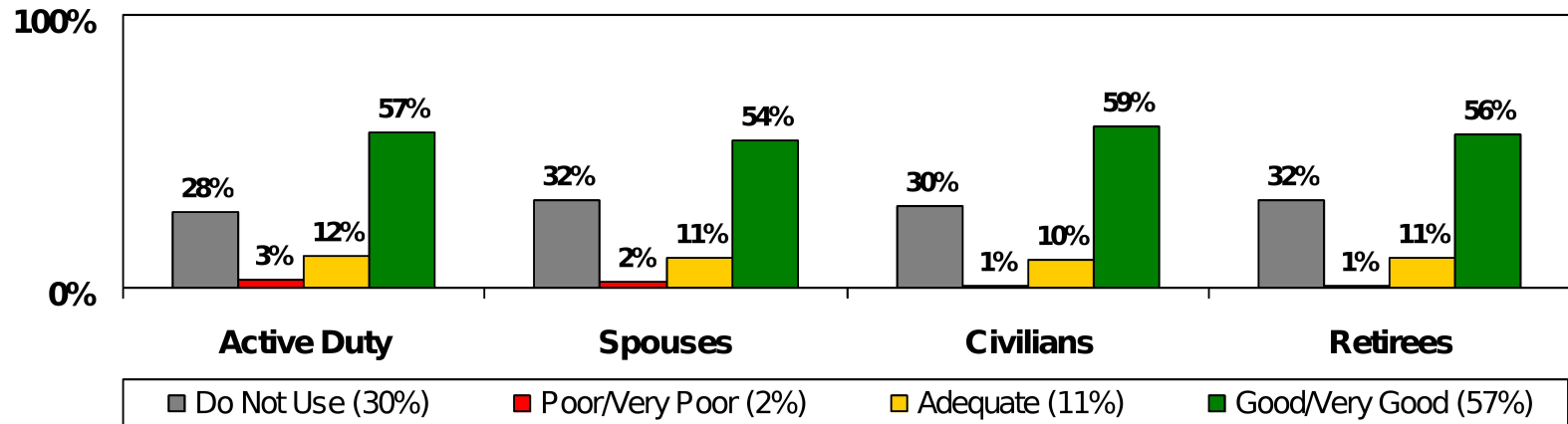
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

Installation Management Agency - Northeast

Quality of On-Post Services*



Quality of Off-Post Services*

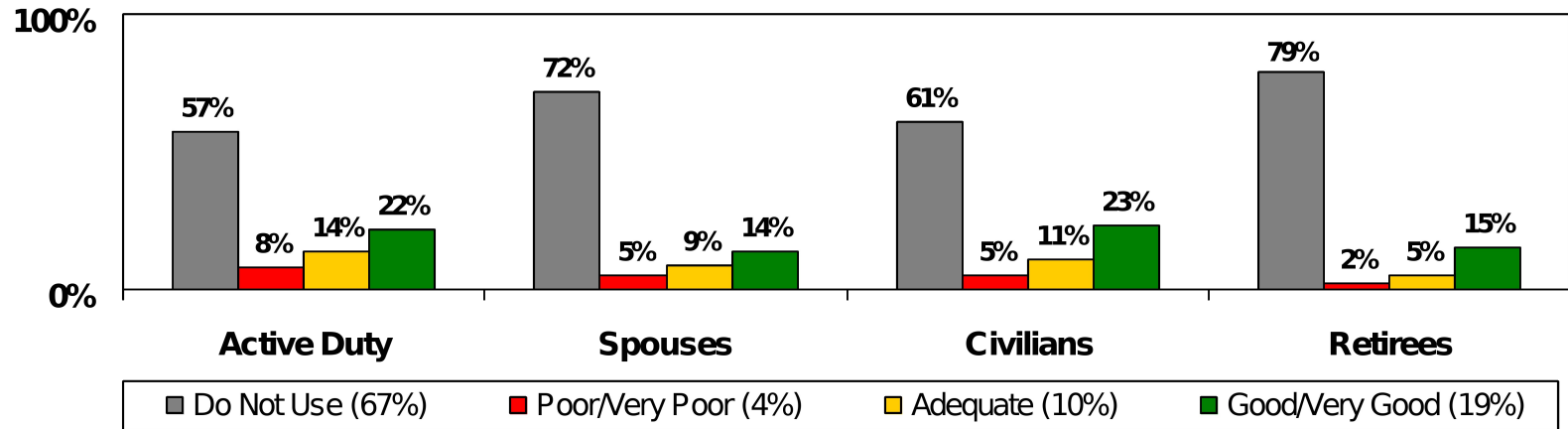


* Percentages in legend present data for region overall.

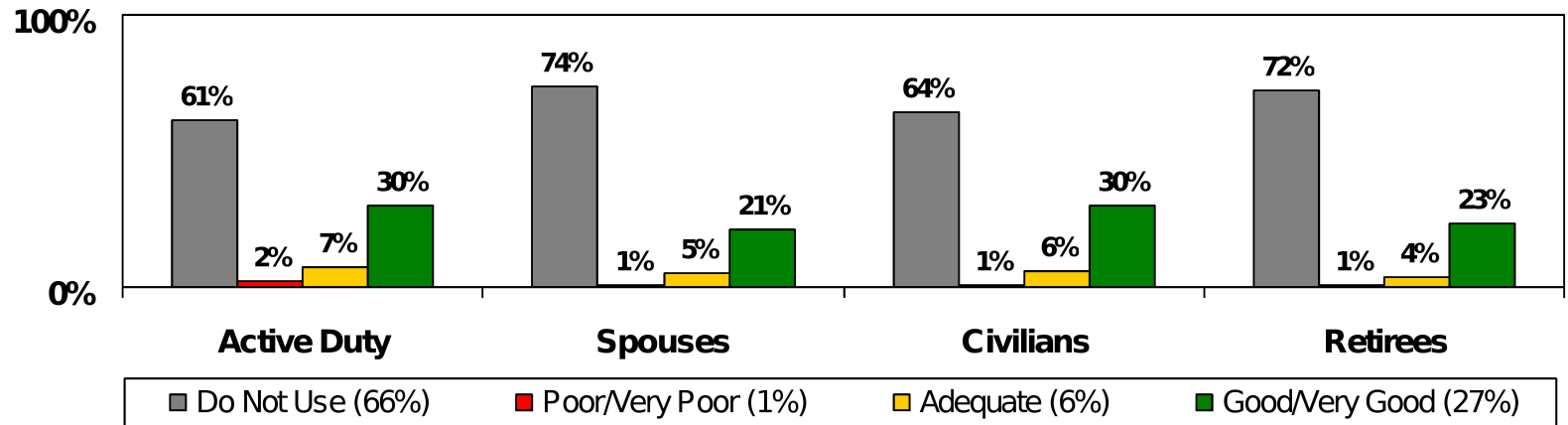
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

Installation Management Agency - Northeast

Quality of On-Post Services*



Quality of Off-Post Services*

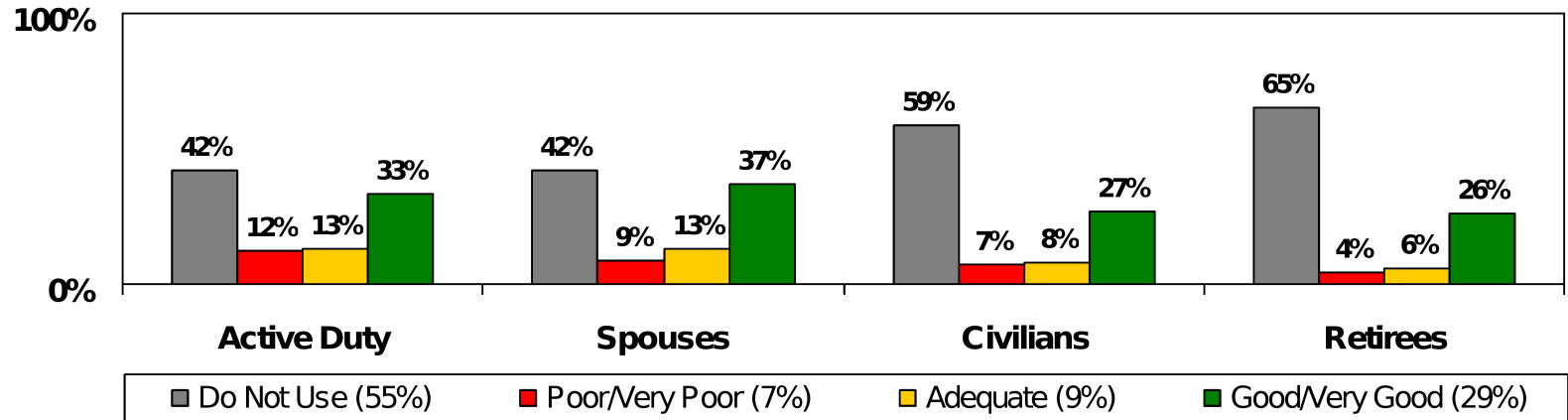


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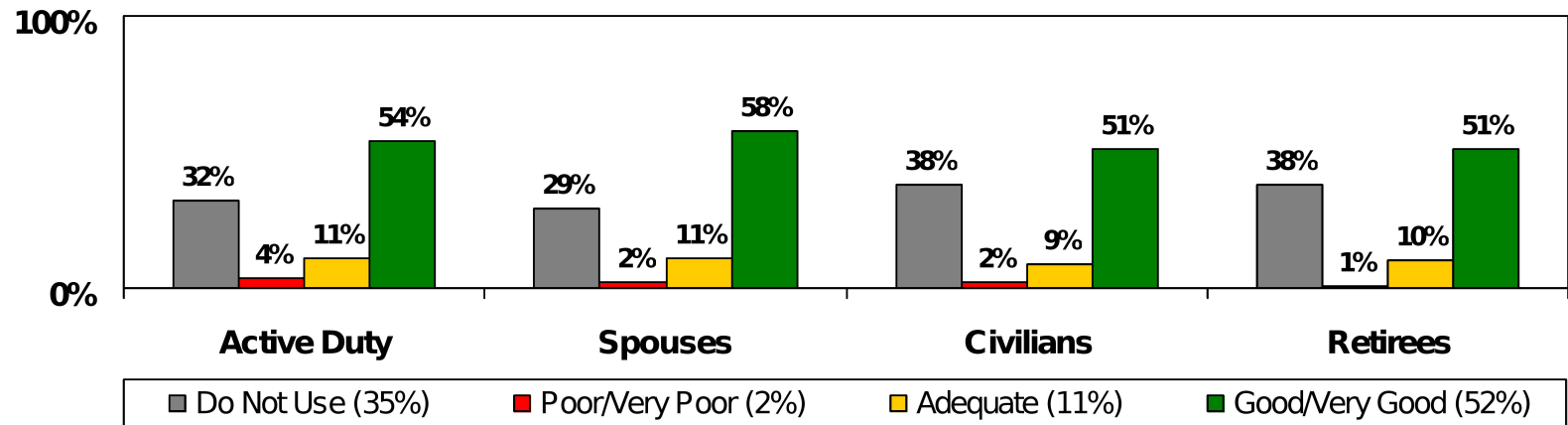
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

Installation Management Agency - Northeast

Quality of On-Post Services*



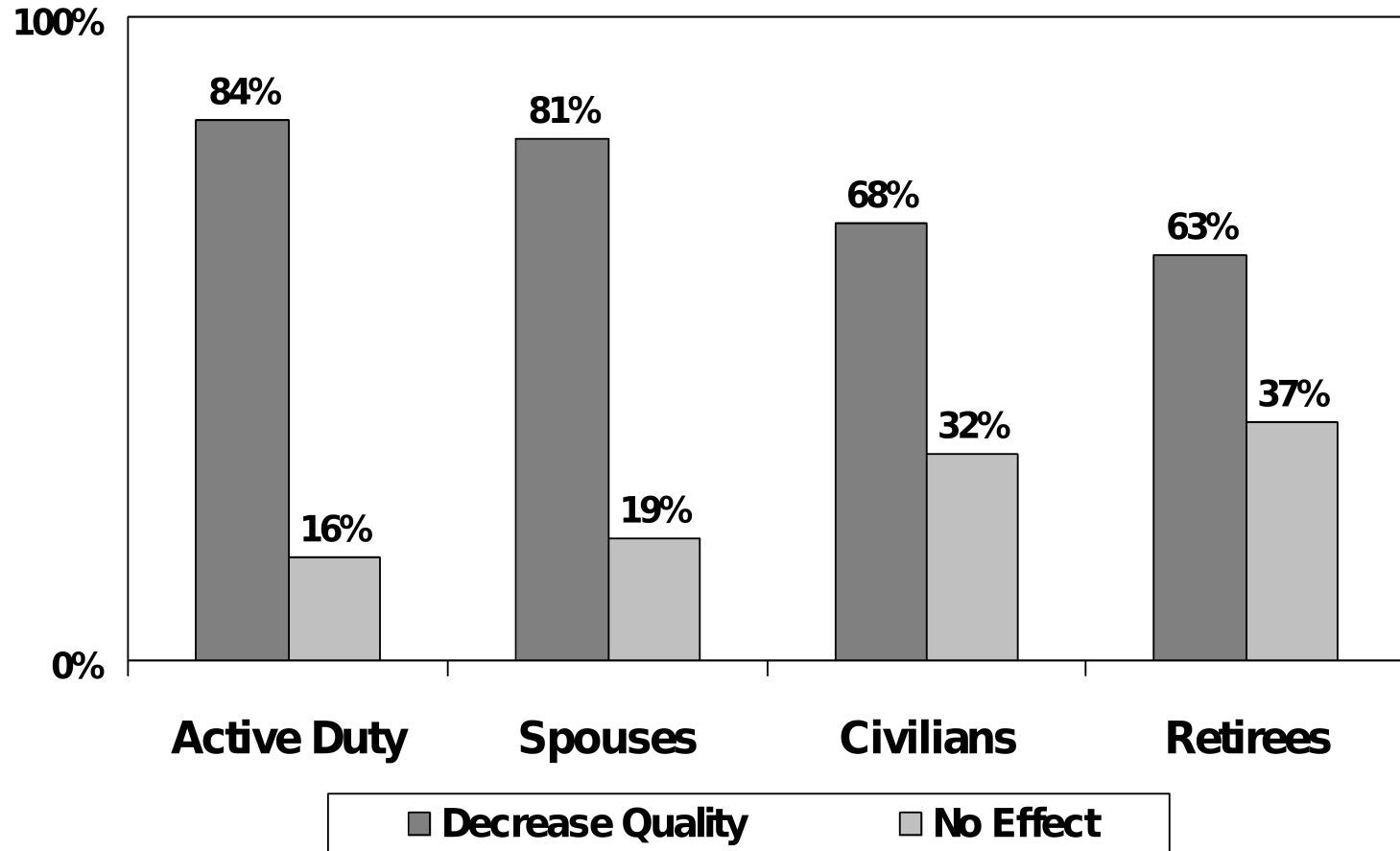
Quality of Off-Post Services*



* Percentages in legend present data for region overall.

MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

Installation Management Agency - Northeast



MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

Installation Management Agency - Northeast

Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

| | |
|--------------------------|-----|
| Fitness Center/Gymnasium | 76% |
| Army Lodging | 67% |
| Child Development Center | 54% |
| Library | 54% |
| Youth Center | 48% |
| Swimming Pool | 43% |
| Athletic Fields | 39% |

| | |
|-----------------------------|-----|
| Arts & Crafts Center | 40% |
| Golf Course Food & Beverage | 45% |
| Cabins & Campgrounds | 46% |
| Car Wash | 51% |
| Bowling Pro Shop | 52% |
| Golf Course Pro Shop | 55% |
| RV Park | 71% |

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

Installation Management Agency - Northeast

| WHERE DO YOU GET INFORMATION? | ACTIVE DUTY | SPOUSES | CIVILIANS | RETIREEES | TOTAL |
|--------------------------------------|-------------|------------|------------|------------|------------|
| Internet | 24% | 14% | 26% | 13% | 20% |
| E-mail | 42% | 17% | 64% | 15% | 39% |
| Friends and neighbors | 30% | 37% | 21% | 22% | 25% |
| Family Readiness Groups (FRGs) | 7% | 11% | 2% | 2% | 5% |
| Bulletin boards on post | 37% | 25% | 34% | 22% | 31% |
| Post newspaper | 48% | 52% | 47% | 46% | 47% |
| MWR publications | 31% | 24% | 36% | 30% | 32% |
| Radio | 1% | 2% | 3% | 3% | 2% |
| Television | 6% | 9% | 4% | 3% | 5% |
| My child(ren) let(s) me know | 4% | 6% | 1% | 1% | 2% |
| Other unit members or co-workers | 29% | 12% | 26% | 9% | 20% |
| Unit or post commander or supervisor | 18% | 6% | 8% | 3% | 8% |
| Marquees/billboards | 16% | 15% | 13% | 11% | 13% |
| Flyers | 37% | 29% | 39% | 29% | 34% |
| Other | 7% | 11% | 6% | 14% | 9% |
| I never hear anything | 5% | 15% | 4% | 18% | 9% |

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

Installation Management Agency - Northeast

| MWR PROGRAM/SERVICE | ACTIVE DUTY | SPOUSES OF ACTIVE DUTY |
|--|-------------|------------------------|
| Army Child and Youth Services | 89% | 86% |
| Better Opportunities for Single Soldiers | 55% | N/A |
| Army Community Service | 60% | 57% |
| MWR Programs and Services | 83% | 85% |

* Positive = moderate, great or very great extent

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

Installation Management Agency - Northeast

| ACS PROGRAMS | AWARENESS | BENEFICIAL* | NOT BENEFICIAL* |
|---|-----------|-------------|-----------------|
| Information and Referral | 54% | 88% | 12% |
| Outreach programs | 45% | 78% | 22% |
| Family Readiness Groups | 62% | 82% | 18% |
| Relocation Readiness Program | 65% | 89% | 11% |
| Family Advocacy Program | 65% | 81% | 19% |
| Crisis intervention | 47% | 81% | 19% |
| Money management classes, budgeting assistance | 61% | 82% | 18% |
| Financial counseling, including tax assistance | 65% | 88% | 12% |
| Consumer information | 36% | 82% | 18% |
| Employment Readiness Program | 47% | 82% | 18% |
| Foster child care | 23% | 71% | 29% |
| Exceptional Family Member Program | 61% | 82% | 18% |
| Army Family Team Building | 50% | 82% | 18% |
| Army Family Action Plan | 45% | 79% | 21% |

* Percentage of Active Duty users

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - SPOUSES

Installation Management Agency - Northeast

| ACS PROGRAMS | AWARENESS | BENEFICIAL* | NOT BENEFICIAL* |
|---|-----------|-------------|-----------------|
| Information and Referral | 52% | 89% | 11% |
| Outreach programs | 39% | 73% | 27% |
| Family Readiness Groups | 63% | 82% | 18% |
| Relocation Readiness Program | 69% | 92% | 8% |
| Family Advocacy Program | 61% | 79% | 21% |
| Crisis intervention | 39% | 69% | 31% |
| Money management classes, budgeting assistance | 52% | 77% | 23% |
| Financial counseling, including tax assistance | 59% | 87% | 13% |
| Consumer information | 25% | 71% | 29% |
| Employment Readiness Program | 52% | 72% | 28% |
| Foster child care | 17% | 59% | 41% |
| Exceptional Family Member Program | 60% | 77% | 23% |
| Army Family Team Building | 49% | 80% | 20% |
| Army Family Action Plan | 38% | 80% | 20% |

* Percentage of Spouses of Active Duty Member users

ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

Installation Management Agency - Northeast

| POSITIVE* ACS IMPACTS | ACTIVE DUTY | SPOUSES OF ACTIVE DUTY |
|--|-------------|------------------------|
| Satisfaction with my job | 49% | 40% |
| Personal job performance/readiness | 47% | 41% |
| Unit cohesion and teamwork | 50% | 44% |
| Unit readiness | 54% | 49% |
| Relationship with my spouse | 43% | 36% |
| Relationship with my children | 47% | 38% |
| My family's adjustment to Army life | 47% | 50% |
| Family preparedness for deployments | 51% | 51% |
| Ability to manage my finances | 42% | 29% |
| Feeling that I am part of the military community | 52% | 51% |

* Positive = moderate, great or very great extent

CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

Installation Management Agency - Northeast

| POSITIVE* CYS IMPACTS | ACTIVE DUTY | SPOUSES OF ACTIVE DUTY |
|--|-------------|------------------------|
| Helps minimize lost duty/work time due to lack of child care/youth sponsorship options | 87% | 83% |
| Helps minimize lost duty/work time due to lack of child care/youth services | 84% | 83% |
| Plays a role in influencing my decision/my spouse's decision to remain in the Army | 68% | 56% |
| Allows me to work outside my home | 74% | 72% |
| Allows me to work at home | 56% | 55% |
| Offers me an employment opportunity within the CYS program | 54% | 47% |
| Allows me/my spouse to better concentrate on my/our job(s) | 81% | 72% |
| Provides positive growth and development opportunities for my children | 86% | 83% |

* Positive = moderate, great or very great extent

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

POSITIVE IMPACTS ON ACTIVE DUTY

Installation Management Agency - Northeast

| POSITIVE* BOSS IMPACTS | ACTIVE DUTY |
|--|-------------|
| Satisfaction with my job | 54% |
| Personal job performance/readiness | 53% |
| Unit cohesion and teamwork | 56% |
| Unit readiness | 52% |
| Ability to manage my finances | 48% |
| Feeling that I am part of the military community | 54% |
| Relationship with my children (single parents) | 52% |
| My family's adjustment to Army life (single parents) | 50% |
| Family preparedness for deployments (single parents) | 52% |

* Positive = moderate, great or very great extent

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

Installation Management Agency - Northeast

Team Sports

| | |
|----------------------------------|-----|
| Basketball | 10% |
| Softball | 9% |
| Volleyball | 6% |
| Soccer | 6% |
| Self-directed sports tournaments | 5% |

Outdoor Recreation

| | |
|--------------------------------|-----|
| Going to beaches/lakes | 38% |
| Picnicking | 29% |
| Bicycle riding/mountain biking | 20% |
| Fishing | 20% |
| Camping/hiking/backpacking | 20% |

Social

| | |
|-----------------------------|-----|
| Entertaining guests at home | 59% |
| Special family events | 43% |
| Happy hour/social hour | 28% |
| Dancing | 28% |
| Night clubs/lounges | 26% |

Sports and Fitness

| | |
|--------------------------|-----|
| Walking | 43% |
| Cardiovascular equipment | 34% |
| Weight/strength training | 27% |
| Running/jogging | 21% |
| Bowling | 21% |

Entertainment

| | |
|-----------------------------------|-----|
| Watching TV, videotapes, and DVDs | 65% |
| Going to movie theaters | 54% |
| Plays/shows/concerts | 38% |
| Festivals/events | 35% |
| Attending sports events | 34% |

Special Interests

| | |
|-------------------------------------|-----|
| Internet access/applications (home) | 55% |
| Gardening | 38% |
| Digital photography | 28% |
| Automotive detailing/washing | 27% |
| Automotive maintenance & repair | 26% |

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST*

Installation Management Agency - Northeast

| ACTIVITIES | PARTICIPATED PRIMARILY ON POST | PARTICIPATED PRIMARILY OFF POST | OVERALL PARTICIPATION |
|---|--------------------------------------|---------------------------------------|--------------------------|
| Reading (library) | 26% | N/A | 26% |
| Internet access (library) | 22% | N/A | 22% |
| Reference/research services (library) | 20% | N/A | 20% |
| Multi-media (videos, DVDs, CDs) (library) | 19% | N/A | 19% |
| Cardiovascular equipment | 19% | 15% | 34% |
| Study/self development (library) | 17% | N/A | 17% |
| Weight/strength training | 15% | 12% | 27% |

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

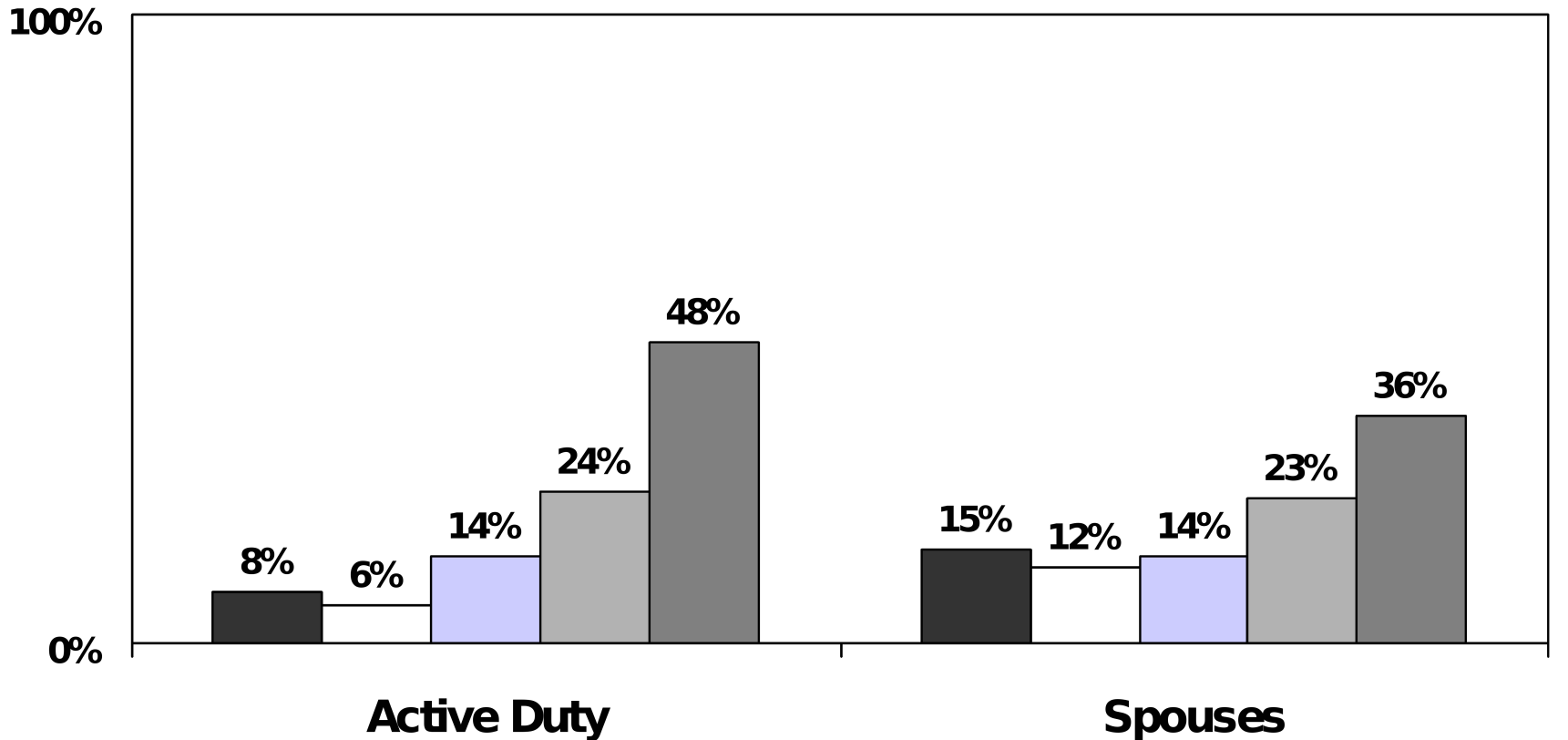
Installation Management Agency - Northeast

| ACTIVITIES | PARTICIPATED PRIMARILY ON POST | PARTICIPATED PRIMARILY OFF POST | PARTICIPATED PRIMARILY AT HOME | OVERALL PARTICIPATION |
|-------------------------------------|--------------------------------------|---------------------------------------|--------------------------------------|--------------------------|
| Internet access/applications (home) | 7% | 4% | 45% | 55% |
| Gardening | 2% | 2% | 34% | 38% |
| Digital photography | 1% | 6% | 21% | 28% |
| Automotive detailing/washing | 4% | 9% | 15% | 27% |
| Automotive maintenance & repair | 7% | 8% | 11% | 26% |
| Computer games | 1% | 1% | 20% | 23% |
| Trips/touring | 2% | 18% | N/A | 20% |

*Top 7 special interest activity preferences ranked by overall participation.

DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

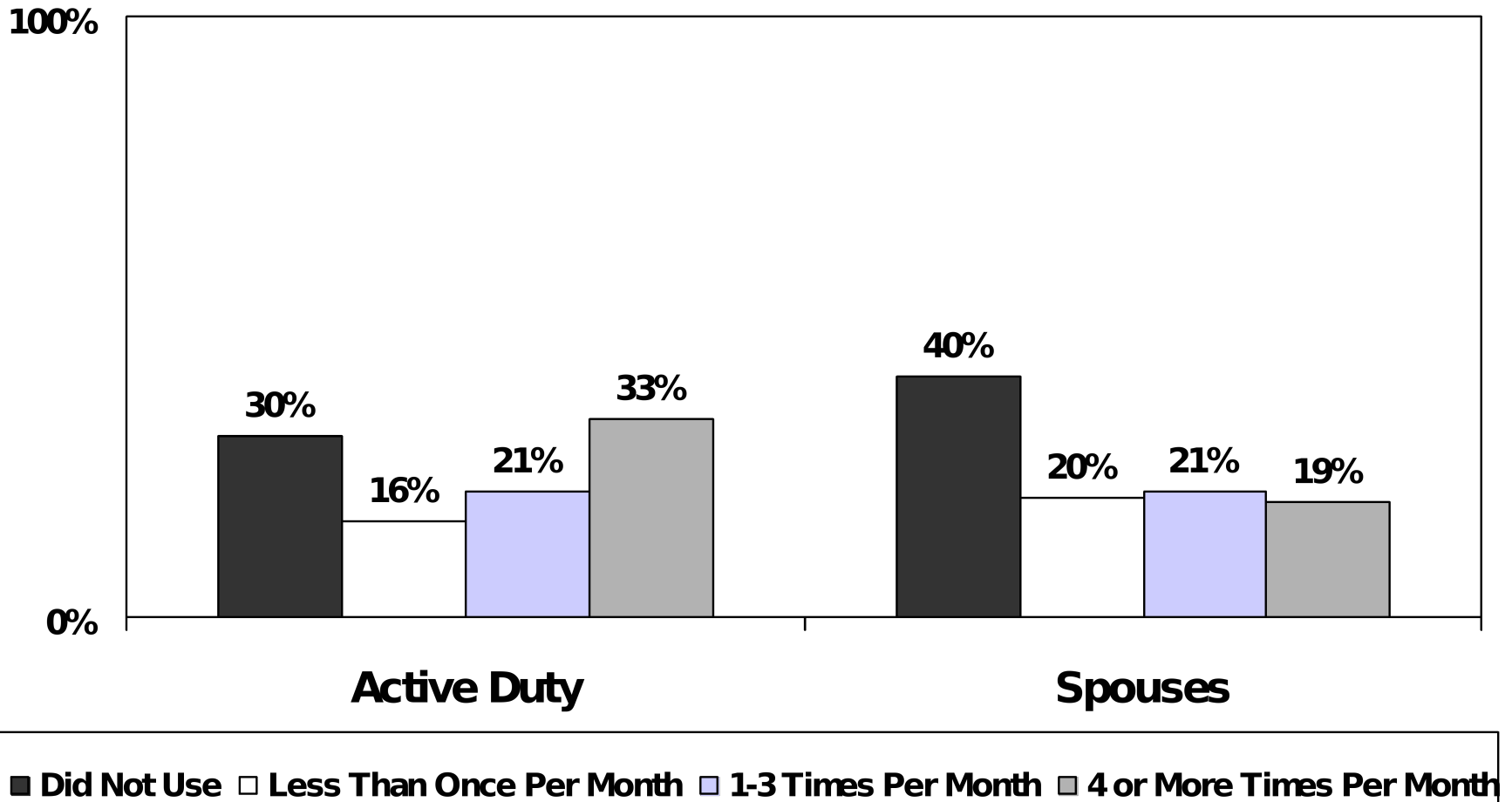
Installation Management Agency - Northeast



■ Not Important □ Slightly Important ■ Moderately Important ■ Important ■ Very Important

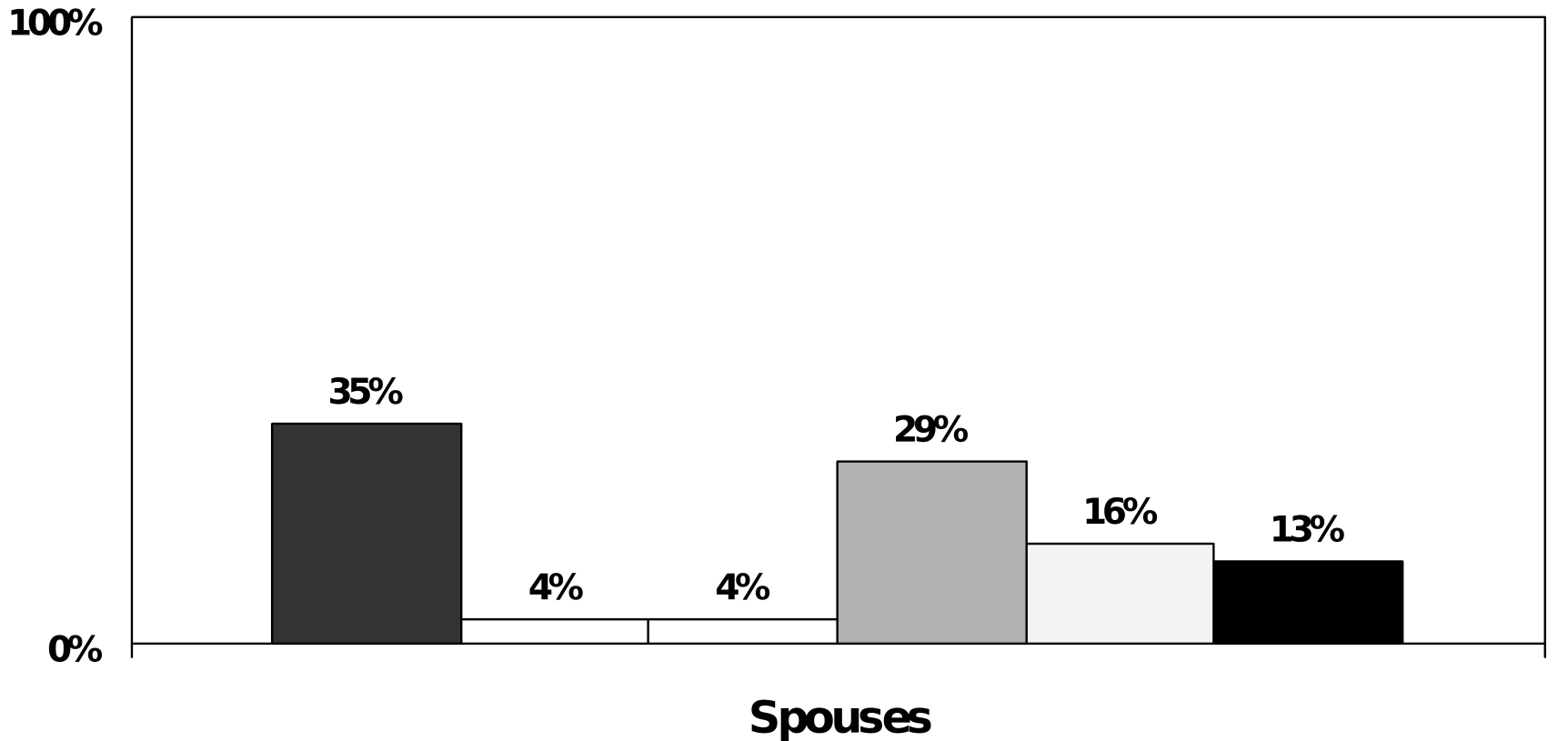
DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME

Installation Management Agency - Northeast



DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT COMPARED TO NON-DEPLOYMENT

Installation Management Agency - Northeast



■ Did Not Use □ Much Less □ Somewhat Less ■ About the Same □ Somewhat More ■ Much More

CAREER INTENTIONS: ACTIVE DUTY AND SPOUSES OF ACTIVE DUTY MEMBERS

Installation Management Agency - Northeast

| Current Plans About Making the Military Your Career | ACTIVE DUTY |
|---|-------------|
| Definitely will make military a career | 52% |
| Probably will make military a career | 14% |
| Undecided | 16% |
| Probably will not make military a career | 7% |
| Definitely will not make military a career | 11% |

| Do You Want Your Spouse to Make the Military His/Her Career? | SPOUSES OF ACTIVE DUTY |
|--|------------------------|
| Yes | 75% |
| Not Sure | 16% |
| No | 9% |

NEXT STEPS

Installation Management Agency - Northeast

□ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

□ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)